



CHAPTER 3 LAND USE

This Land Use Chapter describes how the SRVF Urban Village will accommodate the growth that is planned in the Envision San José 2040 General Plan. The Chapter introduces the land use designations that are applied within the Urban Village, describes the permitted land uses and intensities of each designation, and maps the location of each on a Land Use Diagram. In addition, a separate Height Diagram depicts the maximum permitted building heights throughout the Urban Village. This Chapter also provides specific goals and policies related to land use that will transform the area into the thriving, mixed-use, walkable and livable place envisioned by the community.

IN THIS CHAPTER

3.1	Planned Growth and Objectives.....	2
3.1-1	Employment Growth	2
3.1-2	Housing Growth	3
3.2	Land Use Plan Overview	4
3.3	Land Use Policy Overview	12
3.3-1	Vibrant Commercial Corridor.....	13
3.3-2	Mixed-Use Urban Village	14
3.3-3	Pedestrian- and Bicycle-Friendly Environment	14
3.3-4	Diversity of Housing.....	15
3.3-5	Placemaking and Open Space.....	16

3.1 Planned Growth and Objectives

This Plan establishes a planned job capacity and a planned residential capacity for the SRVF Urban Village. The planned job capacity and the planned residential capacity are based on the planned jobs and housing capacities established for the SRVF Urban Village by the Envision San José 2040 General Plan, and were updated with the 2016 Four-Year Review of the Envision San José 2040 General Plan. Consistent with General Plan Policy IP-5.1, this Urban Village Land Use Plan identifies the locations and intensities of new development, which will accommodate the planned job and housing growth.

3.1-1 EMPLOYMENT GROWTH

The SRVF Urban Village currently has 2,939,300 square feet of commercial space, including retail shops, professional office, restaurants, and hotels. The planned job capacity for the Santana Row/Valley Fair Urban Village is 8,500 jobs. This establishes the total amount of commercial and employment growth that is planned to be accommodated in the Santana Row/Valley Fair Urban Village over the planning horizon (2040). In order to achieve this objective, roughly 2,550,000 square feet of net new commercial space is required.

3.1-2 HOUSING GROWTH

As of Plan adoption, there are approximately 862 existing dwelling units within the Village. In addition to those existing units, the planned housing capacity for the residential portion of the Urban Village is 2,635 new units.

The overall housing capacity is the maximum residential growth planned for the SRVF Urban Village in the Envision San José 2040 General Plan. In this Plan, the community recognizes the importance of providing new housing as a means of creating a more vibrant and active place; however, the Envision San José 2040 General Plan does not establish a residential unit objective, but rather a maximum number of housing units that is planned to be accommodated in this Village.

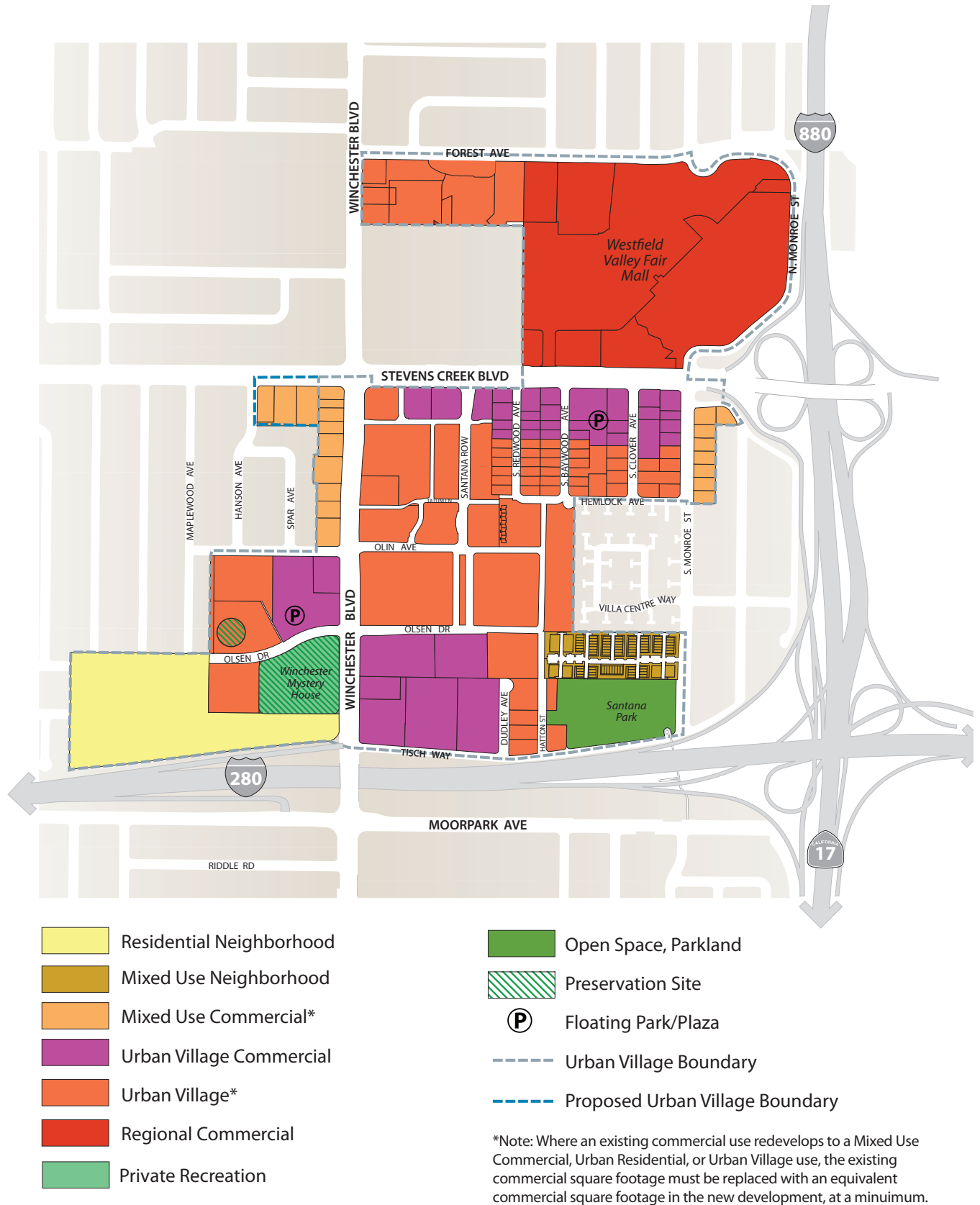
3.2 Land Use Plan Overview

The primary objectives of the SRVF Urban Village Plan are to retain the existing amount of commercial space within the Urban Village area and to increase job generating commercial uses. This will allow the Urban Village to grow the existing employment base and become a job center for west San José. The Plan also seeks to accommodate new residential growth in a compact, walkable and mixed-use format to create a dynamic urban environment that embraces a creative workforce, attracts new companies and businesses, creates great places, supports transit, and minimizes greenhouse gas emissions.

To meet these objectives, two areas have been designated for higher intensity commercial uses, along with the tallest building heights within this Village. The first area is located along the south side of Stevens Creek Boulevard between Winchester Boulevard and the I-880 freeway. The second area is located north of the I-280 freeway and Tisch Way on both sides of Winchester Boulevard where there are existing higher intensity commercial office uses. The addition of new urban scale residential development that is integrated with existing and planned commercial uses will further the creation of a vibrant and active place.

Additionally, the existing 323 bus line located along Stevens Creek Boulevard, the planned 523 express bus and potential future Bus Rapid Transit(BRT) will further support more intense development and allow easy access to public transit for employees, residents, and visitors utilizing this corridor.

FIGURE 3-1: LAND USE MAP



SUMMARY OF LAND USE DESIGNATIONS

RESIDENTIAL NEIGHBORHOOD

Allows for single-family residential homes.

New development should be integrated into the existing neighborhood pattern and street network.



MIXED USE NEIGHBORHOOD

Supports new townhouse and small-lot single family neighborhoods.

Emphasis on residential; commercial uses are permitted but not required.



MIXED USE COMMERCIAL

Allows a range of low to medium density uses. Commercial is intended as a primary use; residential secondary.



URBAN VILLAGE

Supports a high-density mix of uses.

Some commercial is required; residential uses are encouraged but not required.



REGIONAL COMMERCIAL

Supports a wide range of commercial uses.

This designation is applied primarily to existing regional shopping centers.



URBAN VILLAGE COMMERCIAL

Includes a range of commercial and retail uses. Development should be urban and pedestrian-oriented in form.

Commercial only; residential uses not permitted.



OPEN SPACE/PARKLAND

Includes parks (active and passive recreation) and plazas.



PRIVATE RECREATION

Allows private recreation uses.

The Winchester Mystery House property is the only site in the planning area that falls into this category.



REGIONAL COMMERCIAL

FAR Up to 12.0

These commercial areas attract customers from a regional area and play an important fiscal and economic role for the City. This designation is applied to the Westfield Valley Fair regional shopping center located at the northern boundary of the Urban Village. This designation supports a very wide range of commercial uses, which may develop at a wide range of densities. Large shopping malls, and large or specialty commercial centers that draw customers from the greater regional area are appropriate in this designation along with office uses ranging in intensity up to a 12.0 FAR. Hospitals and private community gathering facilities can also be considered in this designation. This designation supports intensification and urbanization of Regional Commercial areas in order to promote increased commercial activity and more walkable, urban environments in Regional Commercial districts.

URBAN VILLAGE COMMERCIAL

FAR Up to 8.0

The Urban Village Commercial land use designation is applied to properties along Stevens Creek Boulevard, the Century Theater property along Winchester Boulevard, and the properties adjacent to Interstate 280. These areas were identified as being an opportunity for new commercial development that could build off the success and vibrancy of the commercial development in Santana Row, as well as the existing higher intensity office buildings located along Tisch Way. This designation supports commercial activity that is more intensive than that of the Neighborhood/Community Commercial land use designation. Appropriate uses in this designation include mid-rise office buildings and hotels, along with ground floor neighborhood serving commercial and retail uses. Lower intensity commercial land uses could be supported, but these uses are intended to be interim until there is a market that supports higher intensity uses. This Plan supports the aggregation of smaller parcels with this designation in order to form parcels ideal for larger, mid-rise development.

New development under this designation should be urban and pedestrian-oriented in form with the presence of parking and automobile circulation minimized from the adjacent public right-of-way. This designation does not support drive through uses, stand-alone big box retail, or mini-storage.

URBAN VILLAGE

65 DU/AC TO 250 DU/AC

The Urban Village land use designation supports a wide range of commercial uses, including retail sales and services, professional and general offices, and institutional uses. This designation also allows residential uses in a mixed-use format. Residential and commercial mixed-use projects can be vertical mixed-use with residential above retail for example, or, where a larger site allows, they can be mixed horizontally, with commercial and residential uses built adjacent to each other, in one integrated development. All new development under this designation with frontage along Winchester Boulevard must include ground floor commercial uses along Winchester Boulevard.

This Plan does not establish a maximum FAR for commercial or mixed residential/commercial development for properties designated Urban Village, but does establish a minimum number of dwelling units per acre for the residential portion of mixed use projects. The intensity of new commercial development will effectively be limited by the maximum height limits established in this Plan and shown on the Height Diagram by transitional height and parking requirements established in the Zoning Ordinance.

MIXED USE COMMERCIAL

Wholly Commercial Projects FAR: 0.25 to 4.5

Residential Mixed Use Projects: Commercial Use FAR minimum 0.50; Up to 50 DU/AC; Up to 75 DU/AC for sites larger than 0.7 acres.

This designation is intended to accommodate a mix of commercial and residential uses with an emphasis on commercial activity as the primary use and residential activity allowed in a secondary role. This designation also allows development that only includes commercial uses. New mixed use commercial and residential development shall include commercial square footage at the equivalent of at least 0.50 FAR of the property. New commercial development could be developed at an FAR of up to 4.5. Multi-story development is envisioned. Appropriate commercial uses include neighborhood retail, mid-rise office, medium to small scale health care facilities, and medium scale private community gathering facilities.

This land use designation is used on the west side of Winchester Boulevard between Olin Avenue and Stevens Creek Boulevard and on the east side of south Monroe Street between Hemlock Avenue and Stevens Creek Boulevard.

RESIDENTIAL NEIGHBORHOOD

Typically 8 DU/AC (Match existing neighborhood character); FAR up to 0.7

The Residential Neighborhood land use designation is applied only to the Winchester Ranch Mobile Home Park located on the west side of Winchester Boulevard adjacent to the I-280 freeway. The intent of this designation is to preserve the existing character of this neighborhood and to strictly limit new development to infill projects which closely conform to the prevailing existing neighborhood character as defined by density, lot size and shape, massing and neighborhood form and pattern. New infill development should improve and/ or enhance existing neighborhood conditions by completing the existing neighborhood pattern and bringing infill properties into general conformance with the quality and character of the surrounding neighborhood. New infill development should be integrated into the existing neighborhood pattern, continuing and, where applicable, extending or completing the existing street network. The average lot size, orientation, and form of new structures for any new infill development must therefore generally match the typical lot size and building form of any adjacent development, with particular emphasis given to maintaining consistency with other development that fronts onto a public street to be shared by the proposed new project.

OPEN SPACE/PARKLAND

This designation is applied to the existing Frank M. Santana Park within the Urban Village. Properties with an Open Space/Parkland land use designation can be publicly- or privately-owned and are intended for low intensity uses. Lands within this designation are typically devoted to open space, parks, recreation areas, trails, habitat buffers, nature preserves and other permanent open space areas. This designation is applied within the Urban Growth Boundary to lands that are owned by non-profits or public agencies that intend their permanent use as open space, including lands adjacent to various creeks throughout the City.

Development of public facilities such as restrooms, playgrounds, educational/ visitors' centers, or parking areas can be an inherent part of City or County park properties and are appropriate for Open Space/Parkland properties. Within the Greenline/Urban Growth Boundary, community centers, public golf courses, and other amenities open to the public would also be allowed within publicly-owned properties in this designation.

PRIVATE RECREATION AND OPEN SPACE

The Private Recreation and Open Space land use designation is only applied to the property which contains the Winchester Mystery House, a Historic City Landmark. This designation allows a broad range of recreation or open space uses, and typically at a higher intensity than those found on lands with the Open Space/Parklands designation. Possible recreation uses include amusement parks, country clubs, golf courses, tennis clubs, driving ranges, recreational vehicle parks, private campgrounds and cemeteries. Ancillary commercial uses, such as bars and restaurants, are allowed in conjunction with private recreation uses. The intensity of any combination of buildings or structures developed under this category is expected to be limited with the majority of the land area maintained as open space, so that the Private Recreation and Open Space lands generally maintain an open space character.

FLOATING “P” – URBAN PARKS AND PLAZAS

The Floating Urban Parks and Plazas category is used to designate lands that can be publicly or privately-owned that are intended to be programmed for low intensity open space uses. Urban Parks and Plazas represent a creative solution to provide more public space in the Santana Row/Valley Fair Urban Village. Given the space constraints of the Plan Area, plazas and pocket parks will generally be spaces that are developed and maintained privately, but open to the public. Opportunities for the creation of these types of plazas will occur as properties in the Urban Village redevelop with higher intensity uses.

No specific site has yet been identified; therefore, the designation for the urban park or plaza will be indicated on the land use diagram with a circle border and the letter “P.” This symbol represents a “floating” designation and is only intended to indicate a general area within which a park or plaza site should be located. Nevertheless, there are two general locations shown on the Land Use Diagram that are proposed for a new urban park or plaza. The specific size, exact location and configuration of such urban park or plaza site will be finalized only through future development of particular parcels in the Village. Until such time that these properties are purchased by the City or privately developed as a publicly accessible urban park or plaza space, development is allowed consistent with the underlying land use designation shown on the land use diagram.

3.3 Land Use Policy Overview

The primary objectives of the Santana Row/Valley Fair Urban Village Plan are to retain the existing amount of commercial space within the Urban Village area and to increase the job generating commercial uses. This Plan does not establish specific objectives for the different types of commercial or employment uses, but these uses are largely envisioned to be a mix of retail shops, personal service uses (such as dry cleaners and salons), and professional and general offices. The Plan supports a wide variety retail uses including: 1) small or mid-sized retail that serves the immediately surrounding neighborhoods; 2) larger-format retail uses serving the broader community, such as a grocery; and 3) large-format retail uses that serve the greater region.

Additionally, since the Santana Row/Valley Fair Urban Village focuses on creating a rich and inviting pedestrian environment, new drive-through uses are not supported. While auto-oriented uses are not prohibited (such as auto repair, automobile sales and rentals, or sales of auto parts), these are considered interim uses to be replaced over time by more pedestrian- and transit-supportive uses.

New residential uses will also be instrumental in creating a vibrant and walkable place. This Plan supports medium to high density residential uses in areas identified in the Land Use Diagram as Urban Residential, Mixed Use Neighborhood, Urban Village, and, to a lesser extent, Mixed-Use Commercial. The Santana Row/ Valley Fair Urban Village will be enlivened as more people live and shop within this area. To this end, the Plan encourages residential development to be built at densities higher than the existing typical pattern of development, while respecting the existing adjacent single-family neighborhoods.

Additional development specifications can be found in the Land Use Goals, Policies and Action Items section on the following pages, as well as in the Urban Design Chapter.

3.3-1 VIBRANT COMMERCIAL CORRIDOR

GOAL LU-1 Support new job generating and neighborhood-serving commercial development in the Santana Row/Valley Fair Urban Village by increasing the Village's commercial building square footage by at least 60 percent, or about 1,650,000 square feet.

Policies

- Policy 3-1:** New commercial development built at an FAR of less than 0.5 is considered interim until a market exists for higher intensity development.
- Policy 3-2:** To achieve the growth goals of this Plan, encourage new commercial development on parcels with an Urban Village Commercial land use designation to be built at a FAR of 0.7 or greater.
- Policy 3-3:** Within the Mixed Use Commercial, Urban Residential, or Urban Village land use designations, existing commercial or industrial square footage shall be replaced with an equivalent commercial square footage in the new residential or residential mixed use development.
- Policy 3-4:** The overall commercial FAR for any single site designated as Urban Village should not drop below 0.30. New development that includes residential uses should not be developed such that the combined FAR of the area designated Urban Village drops below 0.30.
- Policy 3-5:** Properties that front Winchester Boulevard (north of I-280) and Stevens Creek should provide ground floor commercial space or active use.
- Policy 3-6:** The Plan supports a variety of commercial space to accommodate the needs of small, medium, and large companies.
- Policy 3-7:** The City should work with local organizations including area corporations to support and retain small businesses in Urban Village.
- Policy 3-8:** Encourage the integration of commercial tenant spaces within new development that is designed to accommodate small businesses.
- Policy 3-9:** The City should continue to support and attract innovative leading-edge industries within this Urban Village.

3.3-2 MIXED-USE URBAN VILLAGE

GOAL LU-2 Create a mixed-use Urban Village that focuses commercial activity along Stevens Creek Boulevard and Winchester Boulevard, is pedestrian focused, enhances the quality of life for residents in surrounding communities and supports the existing and planned public transit.

Policies

- Policy 3-10:** Mixed-use and high intensity uses that support transit ridership, walking, and biking are strongly encouraged.
- Policy 3-11:** Strongly encourage mixed-uses and higher intensity development at express bus stops and at future BRT stations/stops to support transit ridership.
- Policy 3-12:** Ensure new development along Stevens Creek and Winchester Boulevard includes ground floor commercial and/or active spaces such as lobbies fronting the street and wrapping the corner when located on a corner lot.

3.3-3 PEDESTRIAN- AND BICYCLE-FRIENDLY ENVIRONMENT

GOAL LU-3 Foster a development pattern that supports the creation of a walkable dynamic environment and reduces motor vehicle travel by encouraging the use of other modes of travel.

Policies

- Policy 3-13:** Prohibit drive-through uses in the Santana Row/Valley Fair Urban Village.
- Policy 3-14:** Prohibit self-storage and “big box” building formats in the Stevens Creek Urban Village, except as a part of a vertical mixed use development that is pedestrian- and bicycle-accessible and is otherwise consistent with the urban design policies of this Plan.
- Policy 3-15:** Where ground floor active uses are required on corner lots on Winchester and Stevens Creek Boulevard, the active uses should wrap the corner.
- Policy 3-16:** Motor vehicle uses, including auto repair, automobile sale and rental lots, and auto parts sales are allowed as interim uses. Ultimately this Plan intends that they be redeveloped with pedestrian and transit supportive uses over time.

Policy 3-17: Locate buildings that specifically serve individuals with disabilities or seniors near accessible pathways to transit and public services.

Policy 3-18: Consider how new land uses support and enhance the pedestrian and bicycle environment and provide greater connectivity to the overall network.

3.3-4 DIVERSITY OF HOUSING

GOAL LU-4 Support a range of housing types within the Santana Row/Valley Fair Urban Village and increase the supply of the Village's residential units consistent with the housing growth assigned by the Envision San José 2040 General Plan.

Policies

Policy 3-19: Encourage the integration of deed restricted affordable units within housing development. A goal, and not a requirement of individual projects, is to deed restrict 25% or more of the new units as affordable housing, with 15% of the units targeting households with income below 30% of Area Median Income.

Policy 3-20: Integrate affordable housing within the SRVF Urban Village by prioritizing the use of the City's affordable housing programs within this Village.

Policy 3-21: Encourage a mix of for sale and rental housing units within the Urban Village area.

Policy 3-22: Encourage the development of micro-units or affordable by design units for new residential or mixed-use development within the Urban Village.

Policy 3-23: Facilitate housing that is affordable to those employed in population-serving business in the Urban Village area.

3.3-5 PLACEMAKING AND OPEN SPACE

GOAL LU-5 Ensure that new development and area improvements increase public spaces that serve existing and new residents.

Policies

- Policy 3-24:** Larger developments, especially mixed-use residential projects, should incorporate publicly accessible space such as plazas and pocket parks. Such spaces should be privately owned and maintained.
- Policy 3-25:** The aggregation of parcels between Stevens Creek Boulevard, Santana Row, Hemlock Avenue, and South Monroe Street is encouraged to facilitate new development, especially commercial mixed-use at a higher intensity, and to provide for the inclusion of publicly-accessible plazas and/or paseos into new development.
- Policy 3-26:** Consider the reduction of required private open space in residential development when publicly accessible open space is significantly increased, well designed, and usable.
- Policy 3-27:** Ensure that new development provides convenient, walkable pedestrian connections through the site and to existing and planned open spaces.